

# EVENT MARKETING DIGITAL AD RE-TARGETING

Qualified events have the opportunity to run a digital advertising campaign using Visit Pensacola’s website re-targeting audience. People going to visitpensacola.com are, at least, exploring the idea coming here, and are likely in the trip planning phase. Now you can promote your event to this valuable audience.

Visit Pensacola will cover the cost of campaign set up and advertising design to promote your event



A potential visitor planning a trip visits visitpensacola.com



We track using cookies or other technology



They see your event ads while browsing or using apps



They are interested in your event and click to your website

Package	Estimated Impressions	Guaranteed Impressions	Budget
A	212,500	160,000	\$1,500
B	425,000	320,000	\$3,000
C	637,500	480,000	\$4,500

80% of impressions will be targeted outside Escambia, 20% in Escambia County. This program is serviced by Showcase Pensacola. Billing and reporting will come to your organization from Showcase Pensacola. A limited number of packages are available. Campaign/creative set-up includes one set of digital ads.



# EVENT MARKETING



All advertising is subject to Visit Pensacola’s approval. The campaign will be managed and invoiced by the John Appleyard Agency, DBA Showcase Pensacola. Payment is required with contract or qualified advertisers may be billed. Invoices are due upon receipt.

One set of digital ad creative will be provided in multiple sizes. Up to three rounds of edits will be made based on advertisers feedback.

Event Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Bill To: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Select One	Estimated Impressions	Guaranteed Impressions	Budget
Package A	212,500	160,000	\$1,500
Package B	425,000	320,000	\$3,000
Package C	637,500	480,000	\$4, 50 0

The undersigned representative or agent of Advertiser hereby warrants Visit Pensacola and Showcase Pensacola that the representative or agency is authorized to execute this contract on behalf of Advertiser.

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**PLEASE RETURN THE COMPLETED AND SIGNED CONTRACT TO:**

Madelyn Bell | Partner Relations Manager | [mbell@visitpensacola.com](mailto:mbell@visitpensacola.com)

For more information or questions about the program.

Contact: Madelyn Bell | Partner Relations Manager | P: 850.433.0724